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DETAILED ACTION

Prosecution History Summary

Claims 4, 12-20 and 22 were canceled by Examiner's amendment below.

Claims 1-3 and 5-11 are currently pending and have been examined.

Examiner's Amendment

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Eugene Shkurko on 23 August 2010.

The application has been amended as follows: Claims 4, 12-20 and 22 have been canceled.

Reasons For Allowance

The following is an examiner's statement of reasons for allowance:

The present invention is directed towards a method for publishing images on a publicly available website and for ordering of goods or services. Independent claim 1 teaches the novel and non-obvious features of:

said fulfillment provider storing said high resolution digital image including associating a unique ID with said high resolution digital image, said unique ID identifying both a storage location of said high resolution digital image and an internet address of the fulfillment provider;

forwarding said unique ID over the communication network to said user device;

said website receiving over the communication network from said user device a low resolution image copy of said high resolution image and said unique ID;

In addition to the above distinguishing features, the Examiner emphasizes the interrelation of the noted features with the remainder of each respective claim element. Moreover, when taken as a whole, the claims including the above noted limitations are not rendered obvious as the available prior art does not teach, suggest, or otherwise render obvious the noted features, nor does the available prior art suggest or otherwise render obvious further modification of the evidence at hand. Such modifications would require a substantial reconstruction of the claimed invention relying solely on improper hindsight bias, and thus would not be obvious.

The examiner notes that receiving a high resolution digital image and a low resolution image copy with the unique ID from a user device claimed in the present invention especially distinguishes the claimed invention from the prior art. While the receiving a low resolution

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image copy of a high resolution image is known, the receiving of a low resolution image copy of a high resolution copy with a unique ID, which identifies both a storage location of the high resolution digital image and an internet address of the fulfillment provider is novel.

The following reference has been identified as the most relevant prior art to the claimed invention(s). The prior art generally relates to an image sharing server and a printer for carrying out a printing service in association with the image sharing server. Shiimori et al. (US 2002/0091766 A1) discloses a system and method for offering information service, method of assisting information release service, and information sharing server. Shiimori does not anticipate nor render obvious: said fulfillment provider storing said high resolution digital image including associating a unique ID with said high resolution digital image, said unique ID identifying both a storage location of said high resolution digital image and an internet address of the fulfillment provider;

forwarding said unique ID over the communication network to said user device;

said website receiving over the communication network from said user device a low resolution image copy of said high resolution image and said unique ID;

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

The prior art made of record is considered pertinent to applicant's disclosure but fails to remedy the noted deficiencies. 892 Reference U: "Developing world: Online photo services. (Tried & Tested Labs)." Gilmour, Kim. Internet Magazine , p 94(5). April , 2002.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to RESHA DESAI whose telephone number is (571)270-7792. The examiner can normally be reached on Monday-Thursday 8:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeff Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jeffrey A. Smith/
Supervisory Patent Examiner, Art Unit
3625

/R. D./
Examiner, Art Unit 3625